

Great American Media Democratic Congressional Cpgn Comm/ Issue
 1010 Wisconsin Avenue NW Submission Number 281 Issue 5
 Washington DC 20007

NBC 17
 accurate, balanced, to the point



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client: Democratic Congressional Cpgn Comm/ Issue	Submission Cost: 24325	Campaign Ref: E:120525032
Buyer: ..	Client/Product/Estimate: 11/14/1192	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/12/12	Weeks: 3	Order Ref: 06147296
Est./PO Number: 06147296	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Dccc	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF.. Isolations: W/C 11/05 M.....	03	170	30 Comme	Nbr of Spots	4		4
2	M-F 4p Ellen .TWTF.. Isolations: W/C 11/05 M.....	04	175	30 Comme	Nbr of Spots	4		4
3	M-F 5p Judge Judy .TWTF.. Isolations: W/C 11/05 M.....	03	215	30 Comme	Nbr of Spots	4		4
4	M-F 530p Judge Judy .TWTF.. Isolations: W/C 11/05 M.....	03	250	30 Comme	Nbr of Spots	4		4
5	M-F 6p News .TWTF.. Isolations: W/C 11/05 M.....	03	305	30 Comme	Nbr of Spots	4		4
6	M-F 6a News .TWTF.. Isolations: W/C 11/05 M.....	04	210	30 Comme	Nbr of Spots	4		4
7	M-F 7a Today Show .TWTF.. Isolations: W/C 11/05 M.....	03	550	30 Comme	Nbr of Spots	4		4
8	M-F 730p Extra .TWTF.. Isolations: W/C 11/05 M.....	04	200	30 Comme	Nbr of Spots	1		1
9	M-F 9a Today Show II .TWTF.. Isolations: W/C 11/05 M.....	03	240	30 Comme	Nbr of Spots	2		2
Weekly Totals: Total Spots(Ord Spots)					43	6		49
Closed PR					4			4

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total	C
10	M-Su 11p News .TWTF.S. Isolations: W/C 11/05 M.....	04	475	30 Comme	Nbr of Spots	3		3	
12	Sat 7a Today ShowS.	03	200	30 Comme	Nbr of Spots	1		1	
14	Sun 6p NewsS	03	200	30 Comme	Nbr of Spots	1		1	
15	Sun 8a Today ShowS	03	200	30 Comme	Nbr of Spots	1		1	
16	Sun 815p ET / 715p CT NBC Sunday Night FootballS	04	6500	30 Comme	Nbr of Spots	1		1	
17	M-F 4p Ellen .T.....	04	175	30 Comme	Nbr of Spots	1		1	
18	M-F 6a News .T.....	04	210	30 Comme	Nbr of Spots	1		1	
20	M-F 5p Judge Judy M.....	03	215	30 Comme	Nbr of Spots	1		1	
21	M-F 730p Extra M.....	04	200	30 Comme	Nbr of Spots	1		1	
22	M-F 9a Today Show II M.....	03	240	30 Comme	Nbr of Spots	1		1	
23	M-Su Late News Late RunS	05	615	30 Comme	Nbr of Spots	1		1	
Weekly Totals:					Total Spots(Ord Spots)	43	6	49	
Closed PR						4		4	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total	C
24	Wed 9p ET / 8p CT Law & Order SVU MTWTFSS Isolations: W/C 10/29 ..W....	05	1700	30 Comme	Nbr of Spots 1			1	
25	Thu 8p ET / 7p CT 30 Rock MTWTFSS Isolations: W/C 10/29 ..T...	02		30 Comme	Nbr of Spots Closed PR	1		1	
26	Sat 7p NewsS.	04		30 Comme	Nbr of Spots Closed PR	1		1	
27	Sun 10a Meet The PressS	01	1615	30 Comme	Nbr of Spots 1			1	
28	Fri 10p ET / 9p CT Dateline NBC Friday MTWTFSS Isolations: W/C 10/29F..	02		30 Comme	Nbr of Spots Closed PR	1		1	
29	Sun 8a Today Show MTWTFSS Isolations: W/C 10/29S	03	200	30 Comme	Nbr of Spots 1			1	
30	Fri 10p ET / 9p CT Revolution MTWTFSS Isolations: W/C 10/29F..	02		30 Comme	Nbr of Spots Closed PR	1		1	
31	M-F 7a Today Show .T.....	03	650	30 Comme	Nbr of Spots 1			1	
32	Fri 10p ET / 9p CT Dateline NBC FridayF..	02	1800	30 Comme	Nbr of Spots 1			1	
Weekly Totals: (Total Spots: (Ord Spots))					43	6		49	
Closed PR					4			4	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
25	Thu 8p ET / 7p CT 30 Rock	:30 Commercial	10/29/12	Closed Pre Emption	2,870.00	No Makegood / Credit	0000000000	E:120525032

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
26	Sat 7p News	:30 Commercial	10/29/12	Closed Pre Emption	150.00	No Makegood / Credit	0000000000	E:120525032
28	Fri 10p ET / 9p CT Dateline NBC Friday	:30 Commercial	10/29/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120525032
30	Fri 10p ET / 9p CT Revolution	:30 Commercial	10/29/12	Closed Pre Emption	0.00	32 (11/02)	0000184973	E:120525032

Grand Totals

		Month 11 Weeks: 4						
		10/29	11/05	11/12				
	Totals	49	43	6	0			
	Spots							
	Cost	24325	22635	1690	0			

Grand Totals:

Spots:	49
Gross Total:	24,325.00
Commission:	3,648.75
Net Total:	20,676.25

REP HEADLINE# 6147296 TRF# E:120525
\$\$\$ MOD# 3: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM STATION NOV6/12 10.35
*** WNCN-TV ***

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW, SALES PRSN WA- MICK NESCI (H)
WASHINGTON, DC 20007

ORDER # CONTRACT # 6147296 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1192 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV6/12 10.35

REP: REVISED ORDER
ZEROED LNS 11, 14
ADDED LN 29
NEW TTL 24325
PLS CFM
THANKS, MIKE FOR MICK

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE
CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:

M6 OK'D BUY#14 MISSED: SUN/1130P-1205A NOV4 30S \$615.00 (NOV6/12)
OFFER: SUN/1140P-1215A NOV4 30S \$615.00 PLS ADVISE.
CMT: LATE RUN NOTICE: D/T NFL RAN OVER - NEWS AIRED 11:40PM-12:15AM
CMT: SPOT AIRED IN NEWS AT 12:13AM

M7 OK'D BUY#11 MISSED: SAT/700P-730P NOV3 30S \$150.00 (NOV6/12)
OFFER: NONE
CMT: PROGRAM DID NOT AIR 11/3 D/T SPORTS RAN OVERTIME - ALL 7P NEWS SPOTS
CMT: PE'D - CREDIT AS FLT IS OVER

CONTRACT TOTAL 24325.00
TOTAL SPOTS 49

REP HEADLINE# 6147296 TRF# E:120525
 \$\$\$ MOD# 3 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV6/12 10.25
 CHANGES *** WNCN-TV ***

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #
 AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW, SALES PRSN WA- MICK NESCI (H)
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6147296 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1192 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV6/12 10.25

REP: REVISED ORDER
 ZEROED LNS 11, 14
 ADDED LN 29
 NEW TTL 24325
 PLS CFM
 THANKS, MIKE FOR MICK

STA: PLS SEE M6 LATE RUN AND M7 CREDIT
 PLS REVISE
 THX, CHERYL 11/6

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		700P-730P	30		\$150.00	11/3	11/3	0		SAT	0

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1192
 AGENCY PRODUCT CODE = 14

PROGRAM : NBC 17 NEWS AT 7PM
 CON COM1 : NBC 17 NEWS AT 7PM
 CREDIT TAKEN FOR 1 SPOT(S) MISSED NOV3

REP HEADLINE# 6147296 TRF# E:120525
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES ** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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14	S		1130P-1205A	30		\$615.00	11/4	11/4	0		SUN	0
PROGRAM : NBC 17 NEWS AT 11												
CON COM1: NBC 17 NEWS AT 11												

29	A		1140P-1215A	30		\$615.00	11/4	11/4	1		SUN	1
PROGRAM : LN FOLLOWING NFL												
ORD COM1: LATE RUN NOTICE: D/T NFL RAN OVER - NEWS Aired 11:40PM-12:15AM												
ORD COM2: SPOT Aired IN NEWS AT 12:13AM												
THIS IS ACCEPTANCE OF A LATE RUN SPOT ON LINE-14												

STATION MAKEGOOD OFFERS:

M6	OK'D	BUY#14	MISSED: SUN/1130P-1205A	NOV4	30S	\$615.00	(NOV6/12)	
			OFFER: SUN/1140P-1215A	NOV4	30S	\$615.00	PLS ADVISE.	
			CMT: LATE RUN NOTICE: D/T NFL RAN OVER - NEWS Aired 11:40PM-12:15AM					
			CMT: SPOT Aired IN NEWS AT 12:13AM					

M7	OK'D	BUY#11	MISSED: SAT/700P-730P	NOV3	30S	\$150.00	(NOV6/12)	
			OFFER: NONE					
			CMT: PROGRAM DID NOT AIR 11/3 D/T SPORTS RAN OVERTIME - ALL 7P NEWS SPOTS					
			CMT: PE'D - CREDIT AS FLT IS OVER					

NOV/12	24325.00	CONTRACT TOTAL	24325.00
		TOTAL SPOTS	49

MARKET TOTALS \$244,750 WNCN 10% WRAL 43% WTVD 32% WRAZ 12% WRDC 1% WLFJ 2% CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

MAY16/12 16.2
*** WNCN-TV ***

PROGRAM : JUDGE JUDY
CON COM1: JUDGE JUDY

REP HEADLINE# 6147296
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY16/12 16.2
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30		\$250.00	10/30	11/5	4		TU-F,M	4
5			600P-630P PROGRAM : NBC 17 NEWS AT 6P CON COM1: NBC 17 NEWS AT 6P	30		\$305.00	10/30	11/5	4		TU-F,M	4
6			600A-700A PROGRAM : NBC 17 TODAY AT 6A CON COM1: NBC 17 TODAY AT 6A	30		\$210.00	10/30	11/5	4		TU-F,M	4
7			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$550.00	10/30	11/5	4		TU-F,M	4
8			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$200.00	10/30	11/5	2		TU-F,M	2
9			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$240.00	10/30	11/5	3		TU-F,M	3
10			1100P-1135P PROGRAM : NBC 17 NEWS AT 11 CON COM1: NBC 17 NEWS AT 11	30		\$475.00	10/30	11/5	3		TU-SA,M	3
11			700P-730P PROGRAM : NBC 17 NEWS AT 7PM CON COM1: NBC 17 NEWS AT 7PM	30		\$150.00	11/3	11/3	1		SAT	1
12			700A-900A PROGRAM : TODAY CON COM1: TODAY	30		\$200.00	11/3	11/3	1		SAT	1

REP HEADLINE# 6147296
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY16/12 16.2
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$750.00	11/4	11/4	1		SUN	1
14			1130P-1205A PROGRAM : NBC 17 NEWS AT 11 CON COM1: NBC 17 NEWS AT 11	30		\$615.00	11/4	11/4	1		SUN	1
15			600P-630P PROGRAM : NBC 17 NEWS AT 6 CON COM1: NBC 17 NEWS AT 6	30		\$200.00	11/4	11/4	1		SUN	1
16			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$200.00	11/4	11/4	1		SUN	1
17			815P-1130P PROGRAM : SUNDAY NIGHT FOOTBALL CON COM1: SUNDAY NIGHT FOOTBALL	30		\$6,500.00	11/4	11/4	1		SUN	1
18			800P-1000P PROGRAM : BIGGEST LOSER CON COM1: BIGGEST LOSER	30		\$2,870.00	10/30	10/30	1		TUE	1
19			1000P-1100P PROGRAM : LAW & ORDER: SVU CON COM1: LAW & ORDER: SVU	30		\$1,700.00	10/31	10/31	1		WED	1
20			400P-500P PROGRAM : ELLEN CON COM1: ELLEN	30		\$175.00	11/6	11/6	1		TUE	1
21			600A-700A PROGRAM : NBC 17 TODAY AT 6A CON COM1: NBC 17 TODAY AT 6A	30		\$210.00	11/6	11/6	1		TUE	1

(11)

(2)

not airing: MG 3000K THURSDAY

REP HEADLINE# 6147296
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 MAY16/12 16.2
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			700A-900A	30		\$550.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
NOV/12			24380.00									
CONTRACT TOTAL												24380.00
TOTAL SPOTS												49

MARKET TOTALS \$243,800 WNCN 10% WRAL 43% WTVD 32% WRAZ 12% WRDC 1% WLFL 2% CABL 0%
 ACCURATE SHARES
 SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Sarah Levene
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: Democratic Congressional Campaign Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Democratic Congressional Campaign Committee
430 South Capitol St.
Washington, DC 20003

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Kristie Mark, Chief Operating Officer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/18/11 *[Signature]* 202 338 8700
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title